



## THE THEATRE ARIEL STORY

The first play in English theatre to portray a Jewish character as the hero, Richard Cumberland's *The Jew*, debuted to American audiences in Philadelphia in 1830. In the early 1900's Philadelphia was a vibrant center of Yiddish theatre, with all the greats of that era glittering on the marquees of its theatres. **But, with the diminishing light of Yiddish theatre, Jewish theatre lay dormant in Philadelphia -- until the birth of Theatre Ariel in 1990.**

34 years ago Deborah Baer Mozes founded Theatre Ariel to address this gap in our city's cultural mosaic. Since then, **Theatre Ariel has offered a deep and ongoing interaction with Jewish history, thought and culture** to Philadelphia audiences. Theatre Ariel shows serve as a shared space where everyone, regardless of background, style of worship, or type of belief can come together and experience powerful, meaningful stories. We believe that **by shining a light on the specific, we illuminate the universal.**

### 34 YEARS OF THEATRE ARIEL

350,000+ audience members entertained | 2,500+ performances  
2,000+ current audience members on mailings lists and social media platforms  
1,000s of public-school students educated with our touring production  
300+ community presenters | 200+ actors | 92 new works presented  
90+ playwrights | 55+ musicians, puppeteers, designers and crew

## RAISE THE CURTAIN

Theatre Ariel is ready to **Raise the Curtain** as we elevate our profile and become a more prominent fixture of our region's cultural life. Under the direction of our new and multi-talented Artistic Director, Jesse Bernstein, the *Raise The Curtain* fund supports the presentation of our first fully staged production in over 15 years! Campaign funds will also enable Theatre Ariel to make our first significant investment in artistic and administrative staff; provide necessary funding for marketing and expanded community outreach to an increasingly diverse audience of theatergoers; implement technology and infrastructure upgrades; and to commission playwrights and pay actors, directors and other creatives to build important new work.

# JOIN OUR FAMILY OF SUPPORTERS

## EXECUTIVE PRODUCER \$50,000 and above

- Recognition as the **Corporate Executive Producer** of the 2024-25 season from the stage at all Theatre Ariel performances
- **Logo and recognition featured prominently** on the Theatre Ariel website and in all digital and printed materials throughout the season
- VIP ticket handling and up to **ten complimentary tickets** for all performances
- **Custom branding and signage opportunities** and **custom hospitality and corporate speaking opportunities** on-site at all performances

*Plus all of the benefits below...*

## PRODUCER \$25,000 - \$49,999

- Recognition as the **Corporate Producer** of the season from the stage at all performances
- **Logo and recognition** on Theatre Ariel website and in all digital and printed materials
- VIP ticket handling and up to **eight complimentary tickets** for all performances
- **Custom branding, signage** and hospitality opportunities on-site at all performances

*Plus all of the benefits below...*

## ASSOCIATE PRODUCER \$10,000 - \$24,999

- **Recognition of support** from the stage at all Theatre Ariel performances
- VIP ticket handling and up to **six complimentary tickets** for all Theatre Ariel performances
- Invitations to **special events and receptions** honoring all Producer-level donors

*Plus all of the benefits below...*

## SPOTLIGHT \$5,000 - \$9,999

- **Logo and recognition** in all printed materials for Theatre Ariel's 2024-25 season
- Logo and **recognition on the Theatre Ariel website** throughout the season
- **Four tickets** to each Theatre Ariel Salon of the season
- **Four tickets** to Amsterdam, Theatre Ariel's full-scale production in November 2024

*Plus all of the benefits below...*

## CORPORATE SPONSOR \$1,800 - \$4,999

- **Recognition in all printed materials** for Theatre Ariel's 2024-25 season
- **Recognition on the Theatre Ariel website** throughout the season
- **Two tickets** to each Salon of the season
- **Two tickets** to Amsterdam, Theatre Ariel's full-scale production in November 2024

# SUPPORT THEATRE ARIEL TODAY

By supporting Theatre Ariel, your business contributes to the economic, cultural and social fabric of Philadelphia and reverberates throughout the region. Your support goes directly to employing local playwrights, actors, educators, and theater makers; cultivating a vibrant, diverse community of theater lovers; and demonstrates a commitment to telling Jewish stories.

For more information, please contact Theatre Ariel's Artistic Director, Jesse Bernstein, at [jesse@theatreariel.org](mailto:jesse@theatreariel.org) or Samantha Hacker, Board Member and Vice President of Development, at [Samantha.Hacker@gmail.com](mailto:Samantha.Hacker@gmail.com).